MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

					4	5	1	2	6

MULTIMEDIA UNIVERSITY
FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BBS2044 - BUSINESS & SOCIETY

(All sections/ Groups)

21 OCT 2019
9:00AM-11:00AM
(2 Hours)

INSTRUCTIONS TO STUDENTS:

a. This Question paper consists of 2 pages with 4 Questions only (including the cover page).

b. Please answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

c. Please print all your answers in the Answer Booklet provided

QUESTION 1 (25 marks)

a) One of the important aspects of business-society relationships involves corporate giving also called corporate philanthropy. What are the three (3) forms of typical corporate giving and give examples?

(10 marks)

b) Stakeholders are any individual or group who can affect or is affected by the actions, decisions, policies, practices, or goals of the organization. How does business implement the three (3) views of the firm stakeholders?

(15 marks)

QUESTION 2 (25 marks)

a) Business ethics is an application of general ethical ideas to business behavior. Explain the five (5) key reasons business should be ethical?

(15 Marks)

b) It is important to analyze ethical dilemmas in business. Discuss the four (4) methods of ethical reasoning?

(10 Marks)

QUESTION 3 (25 marks)

a) What are the five (5) rights of consumers? How do the government protect consumers?

(15 Marks)

b) Employees are an important market stakeholder group. Discuss the three (3) workplace rights for employees?

(10 Marks)

QUESTION 4 (25 marks)

a) What is Carroll's Four-Part Definition of CSR? Explain the economic, legal, ethical and discretionary expectations that society has of organizations?

(15 Marks)

b) What are the differences between corporate responsibility and corporate responsiveness?

(10 Marks)

End of Page